

ABSTRACT

RESEARCH PAPER: Multimedia's Impact On Student Learning Outcomes

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Advances in technology have led the way for innovative and diverse learning materials with the potential to enhance students' education. One such advancement is a new kind of educational material, interactive educational multimedia, which has several theoretical advantages over traditional textbook learning. For example, educational multimedia exposes students to a greater variety of information, has the potential to provide a high degree of dual-coding which research shows can enhance memory of the material, enables a higher degree of interactivity, provides quicker feedback, and offers support for individual learning differences. This study examined the pedagogical effectiveness of a variety of modules in the particular educational multimedia system ViziSwap, compared to textbook modules. Results supported the hypothesis that, in comparison to textbook learning, students demonstrated enhanced performance (i.e. higher scores) on multiple –choice tests after using ViziSwap.